

BEST AVAILABLE COPY

Chris Buckingham
Attachmate
8230 Montgomery Road
Cincinnati, Ohio 45236

October 30, 1995

Dear Chris,

I enjoyed our discussion last week and am pleased that you will be one of our initial advertising sponsors.

The Internet Advertising Network (IAN) delivers the most highly targeted advertising on the Internet. IAN provides advertisers with the unique ability to highly target users, independent of the web site they are visiting (provided the web site is a member of IAN). IAN gives advertisers the unique ability to dramatically increase the effectiveness, and decrease the costs, of their advertising campaign.

Our development of IAN has produced an interesting adjunct service. We are nearing the completion of an incredibly valuable new service called the Internet Address Finder (IAF). Within 2-3 weeks, we will begin deploying the most comprehensive email address directory, or white pages, on the Internet. Users will be able to locate the email address of Internet users, free of charge. We currently have some 2.3 million listings and project to have around 3.5 million listings within the month. The nearest competitor has only 1.5 million listings and has a terrible UI to boot!

We will be using IAF as the first test web site for IAN. In addition, IAF will contribute "intelligence" (i.e., user names and more detailed demographics) to IAN to even further improve our targeting techniques.

I suggest the following:

1. Attachmate/Cincinnati agrees to sponsor IAN for \$20,000, due December 31st, 1995.
2. Over the next several months, we will do 400,000 non-targeted advertisements for NetWizard (or any other products you wish to advertise) and carefully track the viewer demographics and determine the most likely user profile to follow an *AdJump* (clicking on the ad to find out more information). This portion of the advertisement is valued at \$10,000.
3. When the targeting software is completed and we better determine the best target profile (e.g., airlines and financial institutions) we can best determine the most effective way to spend the \$10,000 balance. I have attached our draft advertising rate sheet. Attachmate will receive most favorable pricing.
4. Attachmate agrees to participate in the public announcement of IAN.
5. IAN will include Attachmate in collateral material and press releases.

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6. This agreement will remain confidential until the public announcement of IAN.

In the advertising rate sheet, we include the physical characteristics of the ad. Wayne should begin work on creating one or more ads to be used. With each ad, you can have a separate web page address that the user will be directed to when they click on the ad (AdJump).

We are excited about working with you. I believe Attachmate will benefit greatly by sponsoring IAN. First, you will have a competitive head-start on creating effective Internet advertising and will dramatically increase brand recognition. Secondly, we will be spending heavily on PR which will help portray Attachmate as not only a leading-edge company, but one intimately involved with the Internet - a primary goal for Attachmate.

As you know, I've worked in a lot of new areas, but none has excited me like this one. We are creating some absolutely stunning technology (if I can say so myself) that will have great impact on the exponentially growing Internet. Having a sponsor like Attachmate not only helps IAN financially, but more importantly increases the credibility of the concept.

Sincerely,

Kevin O'Connor

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